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09/482,030

## REMARKS

Responding to the Office Action, I faced a dilemma: either to answer the Examiner's objections claiming what I believe are worthy claims, or to give up part of the claims in order to get a patent issued on the allowable claims. I choose the latter option.

The new claims include only those allowed, with the required amendments:

New claim 19 derives from the allowable claim 1, corrected for antecedents: "a broadcast transmission" and "personalized channels".

New claims 20, 21, 22 correspond to the allowable claims 2,3,4 respectively, all dependable from the allowable new claim 19, thus believed allowable.

Claims 5,6 have been canceled.

Claim 23 derives from the allowable claim 7.

Claim 8 has been canceled.

Claims 24, 25, 26, 27, 28 derive from allowable claims 9,10,11,12,13 respectively, now rewritten in independent form and corrected for the antecedent "personalized information" as required.

Claim 29 derives from allowable claim 14, now rewritten in independent form and corrected for the antecedent "transmit broadcast".

Claim 30 derives from allowable claim 15, corrected for the antecedent "a time domain".

Claim 31 derives from allowable claim 16, with the deletion of "the common" and the parentheses for "broadcast".

Claim 32 derives from allowable claim 17, with the deletion of "the common" and the parentheses for "broadcast".

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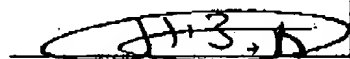
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Claim 18 has been canceled.

There are now eight independent claims, that is five (5) extra.  
Please find attached the "Credit Card Payment Form" for payment of the  
extra fee as required.

In view of the foregoing, it is believed that this application is  
now in condition for allowance.

Respectfully submitted,



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Answer to examiner: July 28, 2004